



COMPREHENSIVE SOLDIER FITNESS

STRONG MINDS ★ STRONG BODIES

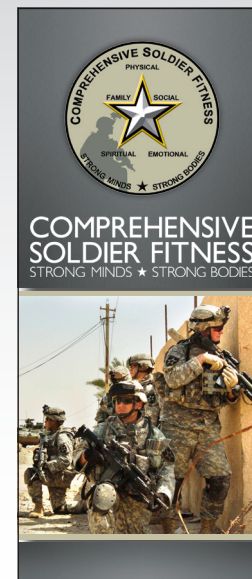
Brand Toolkit - Version 1

Campaign Marks & Logos

Sample Applications



vertical alignment



horizontal alignment



Primary Mark Usage

The Comprehensive Soldier Fitness Seal is the primary brand mark for the CSF campaign. When used on print material, videos, multimedia or web sites that specifically pertain to the campaign, the seal must appear on the dark grey color specified in the color palette (next page).

The seal may also be used on non-campaign related material such as letterhead, Powerpoint presentations or e-mail footers. In this case, the seal can be placed on a white or green background.

Secondary Mark Usage

The secondary brand mark for Comprehensive Soldier Fitness features the campaign slogan, "Strong Minds, Strong Bodies." Similar to the seal, when used on print material, videos, multimedia or web sites, the CSF Slogan mark must appear on dark grey.

Using Brand Marks Together

The primary and secondary brand marks can be used together on campaign products. When used in a vertical alignment, the seal must always appear above the slogan mark. When used in a horizontal alignment, the seal must always appear to the left of the slogan mark.

Color Palette

dark grey
r:83 g:83 b:83
c:64 m:56 y:56 k:32
#585858

beige
r:194 g:193 b:163
c:25 m:18 y:38 k:0
#C2C1A3

green
r:137 g:141 b:132
c:38 m:28 y:37 k:20
#898D84

Army yellow
r:252 g:175 b:23
c:0 m:35 y:100 k:0
#FCAF17

Rich Black
r:0 g:0 b:0
c:10 m:10 y:10 k:100
#000000

white
r:255 g:255 b:255
c:0 m:0 y:0 k:0
#FFFFFF

Sample Applications

beige background

green background

Approved Colors

The colors approved for the Comprehensive Soldier Fitness campaign brand are pictured above. Each color has been broken down into their appropriate numeric and alpha numeric values, for print (cmk), video (rgb) and web (hex) applications. Please pick the appropriate color value needed for your specific application.

Graphic Elements

Header & Footer Bar color - dark grey
Background color - green or beige
Photograph Border color - beige

Text Elements

GREEN BACKGROUND

Header text color - Army yellow
Sub-Head text color - white
Body Copy text color - white

BEIGE BACKGROUND

Header text color - white
Sub-Head text color - white
Body Copy text color - rich black

Type Treatment

Verdana Bold - header & sub-head font



ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Verdana Regular - body copy font



ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Sample Applications

beige background

green background

header
sub-head
body copy

body copy

header
body copy

body copy

Key Program Elements

Global Assessment Tool
(Throughout Soldier Life-Cycle)

- Individualized Training Program
- Link Programs with identified needs, prior to "Failure"
- Policy to ensure enrollment and completion

Routine Training

- Career Life-Cycle: TRADOC Schools/Centers
- Deployment Life-Cycle: Unit
- Master Resilience Trainers

Standardization

Across Army, ensure metrics available to track efficiency and penetration (education, intervention, therapeutic).

Post-Traumatic Growth

- Increase awareness of growth potential following adversity
- Provide means to validate growth experience

"Being 'Army Strong' is, in fact, being more than just physically fit."
BG Rhonda Cornum
Director, Comprehensive Soldier Fitness

Strong ★ Resilient ★ Trained

Being Army Strong is about much more than being physically fit. It is mental and emotional strength. It is the confidence to lead. It is the courage to stand up for your beliefs. It is the compassion to help others. It is the desire for lifelong learning. It is the intelligence to make the right decision. It is making a difference for yourself, your family, your community and our Nation.

Army Strong Campaign

"The vast majority of Soldiers deploying have a positive growth experience because they are exposed to something very hard, very difficult, and they succeed."

CSM George W. Casey Jr.
Chief of Staff of the Army

"Ultimately, Soldier fitness in the comprehensive sense is, and has always been, the business of leaders."

LTJG James D. Thurman
Deputy Chief of Staff, G-3/5/7

Approved Fonts

The fonts approved for the CSF campaign are Verdana Regular and Bold. These fonts were chosen for their clarity and the ease of distribution. Verdana comes pre-installed on most computer systems sold today. Arial (regular and bold) may be substituted when Verdana is not available.

Verdana Bold should be used primarily as a header typeface, and Verdana Regular should be used primarily for body copy. When used on a dark background, the type should always be reversed out for legibility.

Font Size

Rule of Thumb: Header font size should be 2 times that of the body copy. Sub-head font size should be 1½ times that of the body copy.

EXAMPLE

Body Copy - 12 pt

Header - (12 x 2) = 24 pt

Sub-Head - (12 x 1.5) = 18 pt

Quick Reference for Text Elements

GREEN BACKGROUND

Header - Verdana Bold

Sub-Head - Verdana Bold

Body Copy - Verdana Regular

BEIGE BACKGROUND

Header - Verdana Bold

Sub-Head - Verdana Bold

Body Copy - Verdana Regular

Examples

Strong ★ Resilient ★ Trained

Being Army Strong is about much more than being physically fit. It is mental and emotional strength. It is the confidence to lead. It is the courage to stand up for your beliefs. It is the compassion to help others. It is the desire for lifelong learning. It is the intelligence to make the right decision. It is making a difference for yourself, your family, your community and our Nation.

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2530 Crystal Drive, Rm 5122
Arlington, VA
703-602-6528
www.army.mil/csf

U.S. ARMY
ARMY STRONG

COMPREHENSIVE SOLDIER FITNESS
STRONG MINDS ★ STRONG BODIES

"Ultimately, Soldier fitness in the Comprehensive Sense is, and has always been, the business of leaders."

*Lt James D. Thurman
Deputy Chief of Staff, G-3/37*

Comprehensive Soldier Fitness is to build and enhance performance by developing the five dimensions of strength: Physical, Social, Spiritual, Emotional, and Family.

Key Program Elements

Global Assessment Tool
(Throughout Soldier Life-Cycle)

- Individualized Training Program
- Link Programs with identified needs, prior to "falling"
- Policy to ensure enrollment and completion

Routine Training

- Career Life-Cycle: TRADOC Schools/Centers
- Deployment Life-Cycle: Unit
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Standardization

Across Army, ensure metrics available to track efficiency and penetration (education, intervention, therapeutic).

Post-Traumatic Growth

- Increase awareness of growth potential following adversity
- Provide means to validate growth experience

Mission

Develop and institute a holistic fitness program for Soldiers, families and Army civilians in order to enhance performance and build resilience.

Desired Outcomes

Improved Soldier performance and readiness. Build confidence to lead, courage to stand up for one's beliefs and compassion to help others. Comprehensive Soldier Fitness is about maximizing one's potential.

"Fit, disciplined, and focused on excellence, our Warriors serving today are the best of their generation."

SMA Kenneth D. Preston

Emotional

Approaching life's challenges in a positive, optimistic way by demonstrating self-control, stamina and good character with choices and actions.

Social

Developing and maintaining trusted, valued relationships and friendships that are personally fulfilling and foster good communication including a comfortable exchange of ideas, views and experiences.

Spiritual

Strengthening a set of beliefs, principles or values that sustain a person beyond family, institutional, and societal sources of strength.

Family

Being part of a family unit that is safe, supportive and loving and provides the resources needed for all members to live in a healthy and secure environment.

"Being 'Army Strong' is, in fact, being more than just physically fit."

*BG Rhonda Cornum
Director, Comprehensive Soldier Fitness*

Brochure

Banner



Web site Design



Poster

